



PORTUGAL MEDIA LANDSCAPE

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Country overview

A FLUCTUATING ECONOMY WHERE TAX BREAKS ATTRACT THE WEALTHY

Overview of Portugal



CAPITAL
Lisbon

REGION
Europe

GDP PER CAPITA, PPP
\$32,412

GDP
\$238.0 billion

POPULATION
10,281,762

AREA
92,090 SQ.KM

Portugal's economy is dominated by services; manufacturing constitutes a significant share of output.

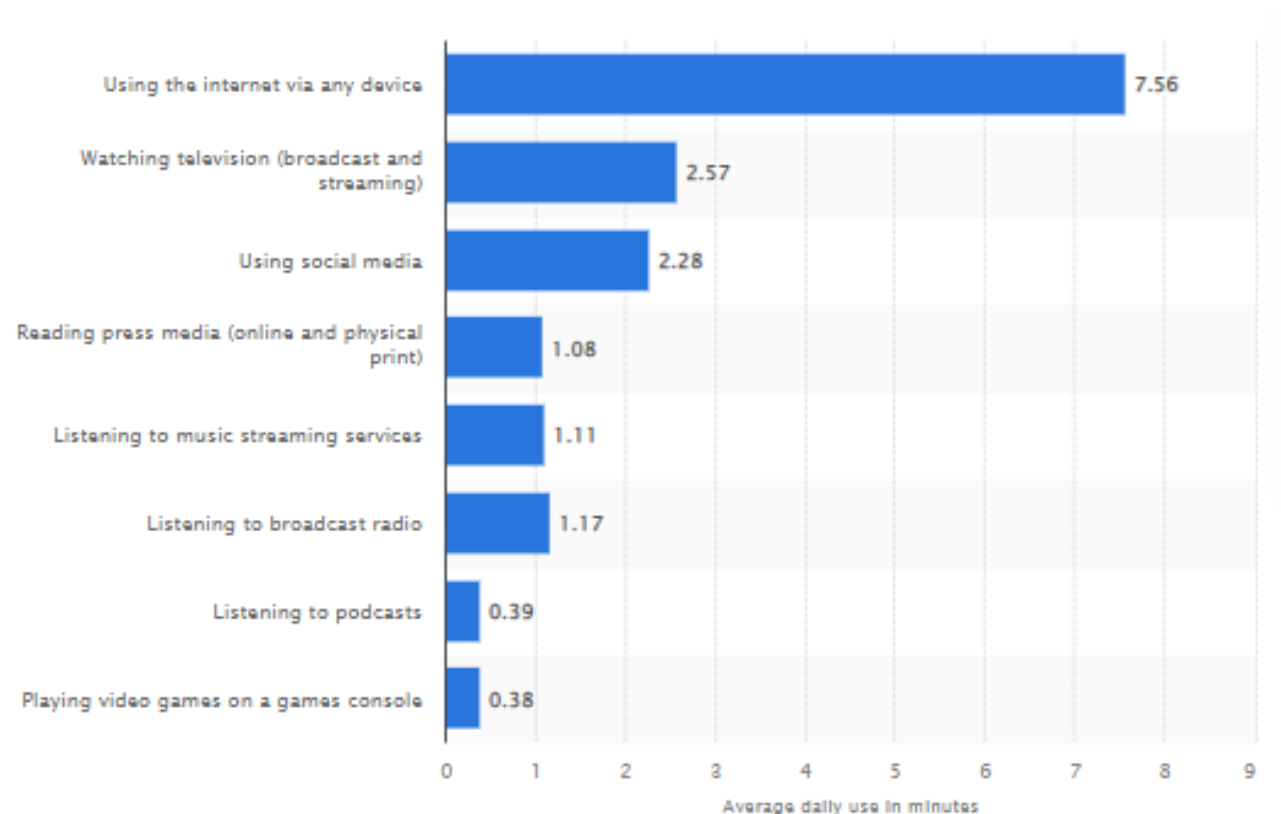
Portugal introduced the tax incentives a decade ago in a bid to attract wealthy foreigners to the southern European country.

The country has the 47th highest GDP per capita in the world.

Media Consumption Overview

TRADITIONAL MEDIA IS STILL HAS ITS HOLD

Daily time spent with media in Portugal in 2021



TV is the most consumed traditional media.



Just below 50% of media consumers listen to radio



Print has a small but constant reader base.

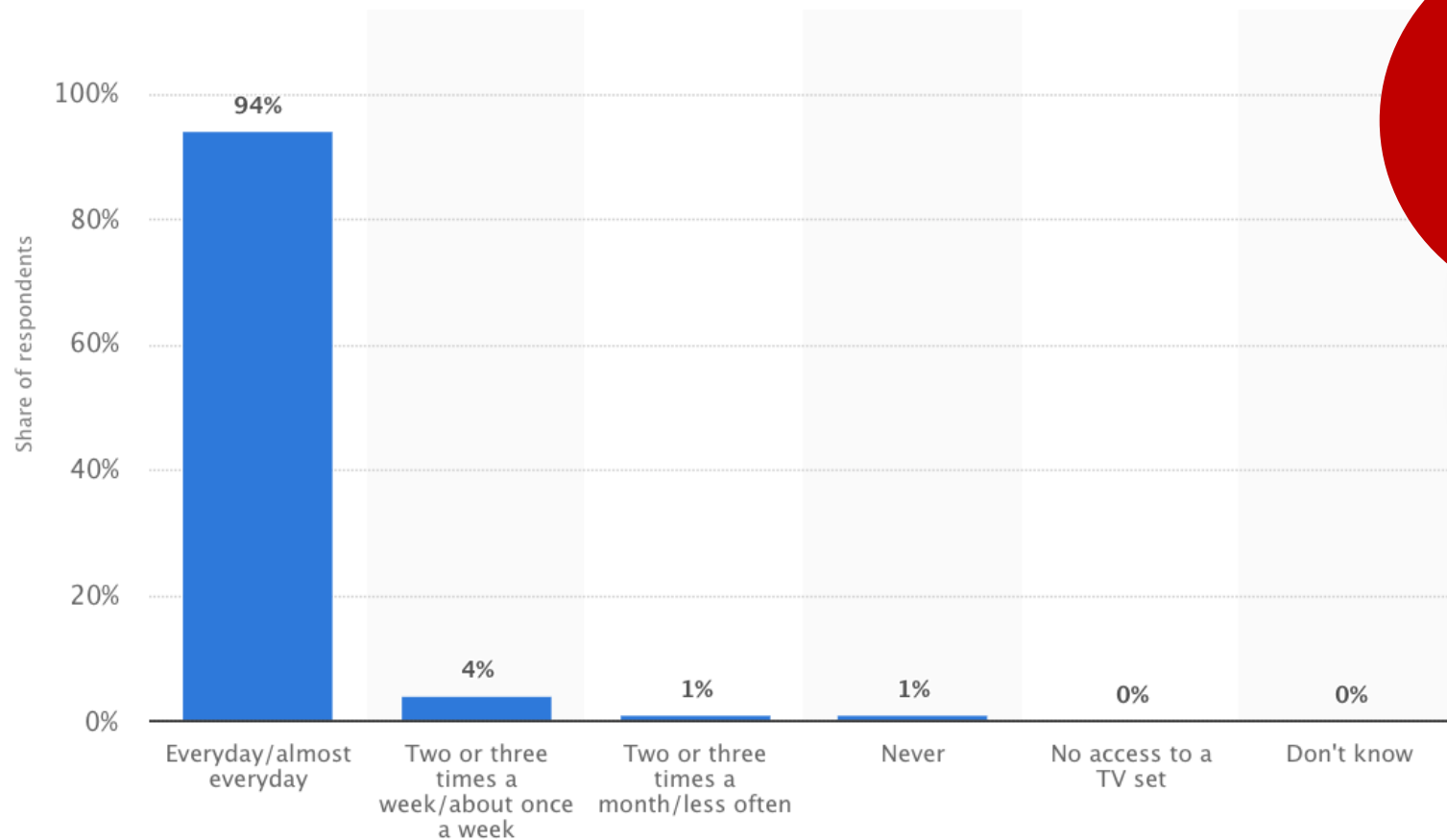


They spend over 7 hours on the internet.

TV Consumption

PAY TV HAS A PENETRATION OF 86%

Frequency of watching Traditional TV
(2021)



Average daily viewing time of 7 hours and 7 minutes per person.

81% of Portuguese watched television on a TV set everyday.

Private broadcasters SIC and TVI are the dominant brands, either through their TV channels or news channels. The Portuguese public broadcaster, RTP, is also an important player.

TV Consumption

MOST WATCHED TV STATIONS (APRIL 2021)

	Channel	Audience (‘000)	Share (%)	Aud. Media Mar’20. vs. Apr’20.	Aud. Media Apr’19. vs. Apr’20.
1	SIC	562	20.1	15%	51%
2	Outros	392	14.0	19%	60%
3	TVI	385	13.8	17%	15%
4	RTP1	321	11.5	6%	39%
5	CMTV	119	4.3	-8%	61%
6	SIC Noticias	76	2.7	-9%	124%
7	Fox	60	2.1	29%	89%
8	Hollywood	58	2.1	15%	68%
9	Globo	58	2.1	12%	1%
10	TVI24	47	1.7	-14%	64%
11	Disney Channel	41	1.5	6%	21%
12	Fox Movies Portugal	38	1.4	30%	104%
13	RTP2	37	1.3	29%	31%
14	RTP Memória TDT	32	1.1	82%	78%
15	Fox Life	30	1.1	13%	97%



TV Consumption

TOP TV NETWORKS



SIC

SIC is a Portuguese television network and media company, which runs several television channels. Their flagship channel is the eponymous SIC, the third terrestrial television station in Portugal, launched on 6 October 1992.



TVI

TVI is Portugal's fourth terrestrial television channel, launched in 1993. It is a General Entertainment, free-to-air TV channel.



RTP1

RTP1 is the main television channel of Rádio e Televisão de Portugal, the Portuguese public broadcasting corporation. RTP1 has a variety of programs, composed mainly of news and talk-shows, sports, current affairs, national and international fiction, such as films and TV series.

Radio Consumption

RFM AND RADIO COMMERCIAL HAVE A NECK-TO-NECK SHARE OF RADIO AUDIENCES

Station	Reach (Weekly %)	Share of Audience (%)
Total Radio	80.1	100.0
RFM	35.5	23.2
Rádio Renascença	12.9	6.3
Mega Hits	7.9	2.2
R.slim	1.6	1.2
R. Commercial	35.2	25.0
M80	17.0	9.9
Cidade FM	8.9	2.7
Smooth FM	2.7	1.6
Vodafone FM	0.8	0.6
Antena 1	8.9	5.4
Antena 2	1.2	0.4
Antena 3	5.1	1.7
Others	27.2	16.6



Radio Consumption

TOP RADIO STATIONS

Rádio Comercial

Frequency: 88.1 FM



Rádio Comercial is a commercial radio station in Portugal aimed at young people and adults. It has a broad format including contemporary, pop and rock music. It is among the most listened to radio stations in the country.

M80 Radio

Frequency: 104.3 FM



M80 Radio is a radio station in Portugal playing hits from the 1970s, 1980s, 1990s and 2000s.

RFM

Frequency: 89.6 FM

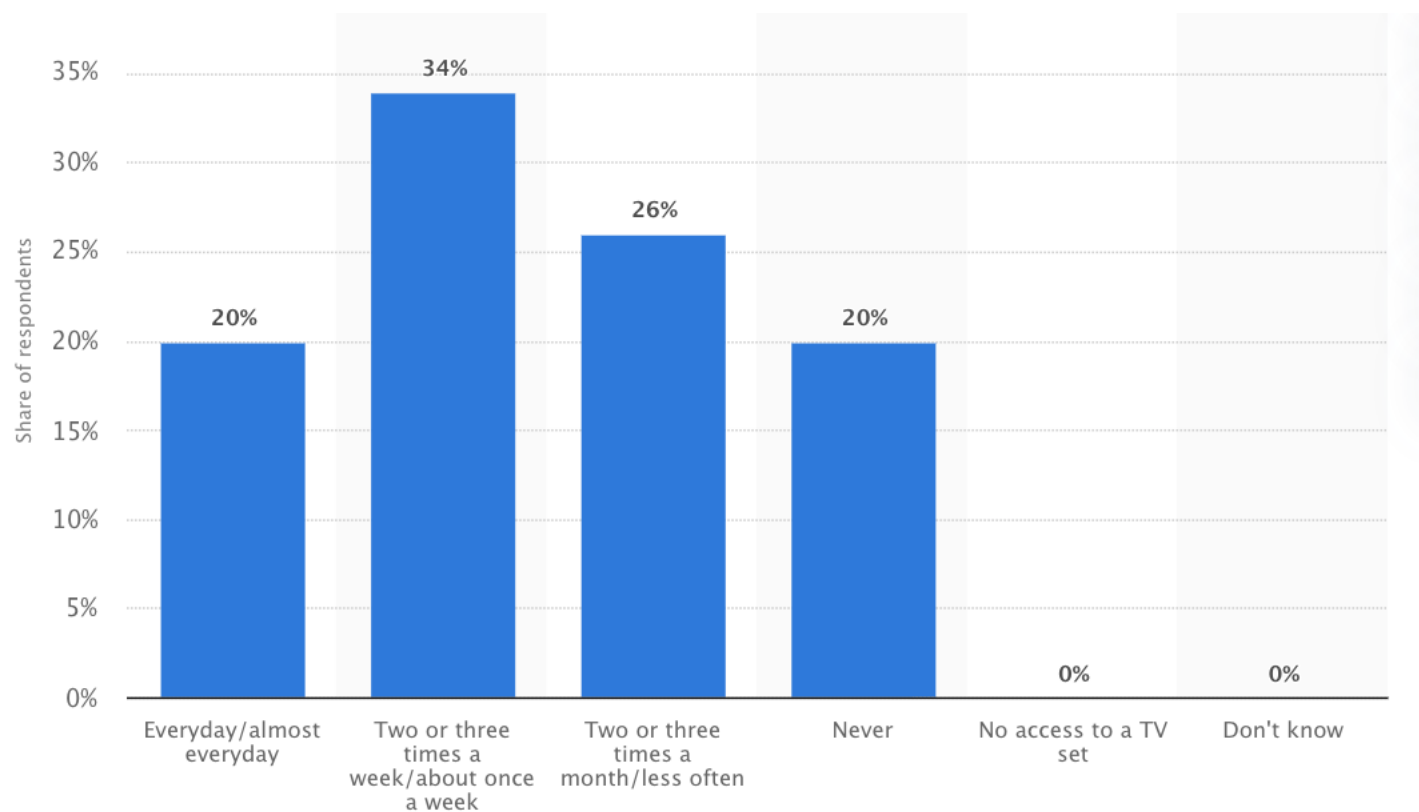


RFM is a Portuguese music radio station which belongs to Rádio Renascença group. The station plays mainly contemporary pop music, especially national and international hits.

Print Consumption

ENJOYS A STEADY READERSHIP IN PORTUGAL

Frequency of reading print newspaper
(2021)



20% of Portugal's media consuming audiences read the printed press everyday.

The number of print readers fell sharply in 2017 but stayed constant ever since.

Print Consumption

TOP PRINT TITLES



Correio da Manhã
Circulation: 68,092 (daily)

Correio da Manhã is a Portuguese daily newspaper from Portugal. The newspaper focuses mainly on crime, scandals and attention-grabbing headlines.



Jornal de Notícias
Circulation: 34,849

Jornal de Notícias is a daily national newspaper, one of the oldest in Portugal. Most of the paper is dedicated to local news from the north of the country.



Público
Circulation: 16,761

Público is a Portuguese daily national newspaper published in Lisbon, Portugal. With its magazines Ípsilon (culture), Impar (lifestyle/health) and Fugas (travel) alongside the subpage P3 aimed at youth, Público reaches an extremely wide audience.



Diário de Notícias
Circulation: 4,768 (weekly)

Diário de Notícias is a Portuguese weekly newspaper published in Lisbon, Portugal.

Digital Consumption

INTERNET USERS IN PORTUGAL INCREASED BY 2.9 PERCENT BETWEEN 2021 AND 2022



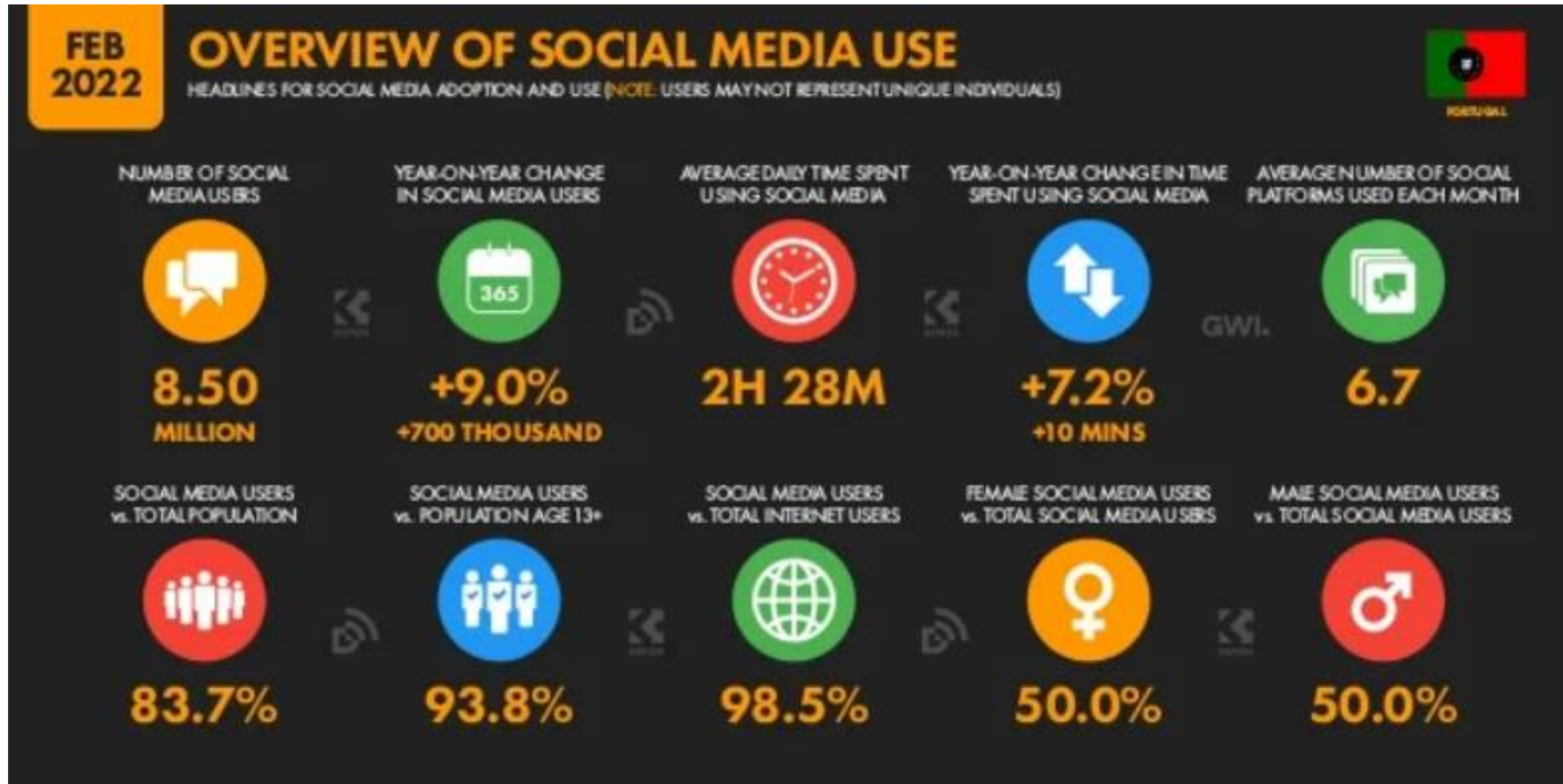
Digital Consumption

PORTUGUESE SPEND THE MOST TIME ON YOUTUBE



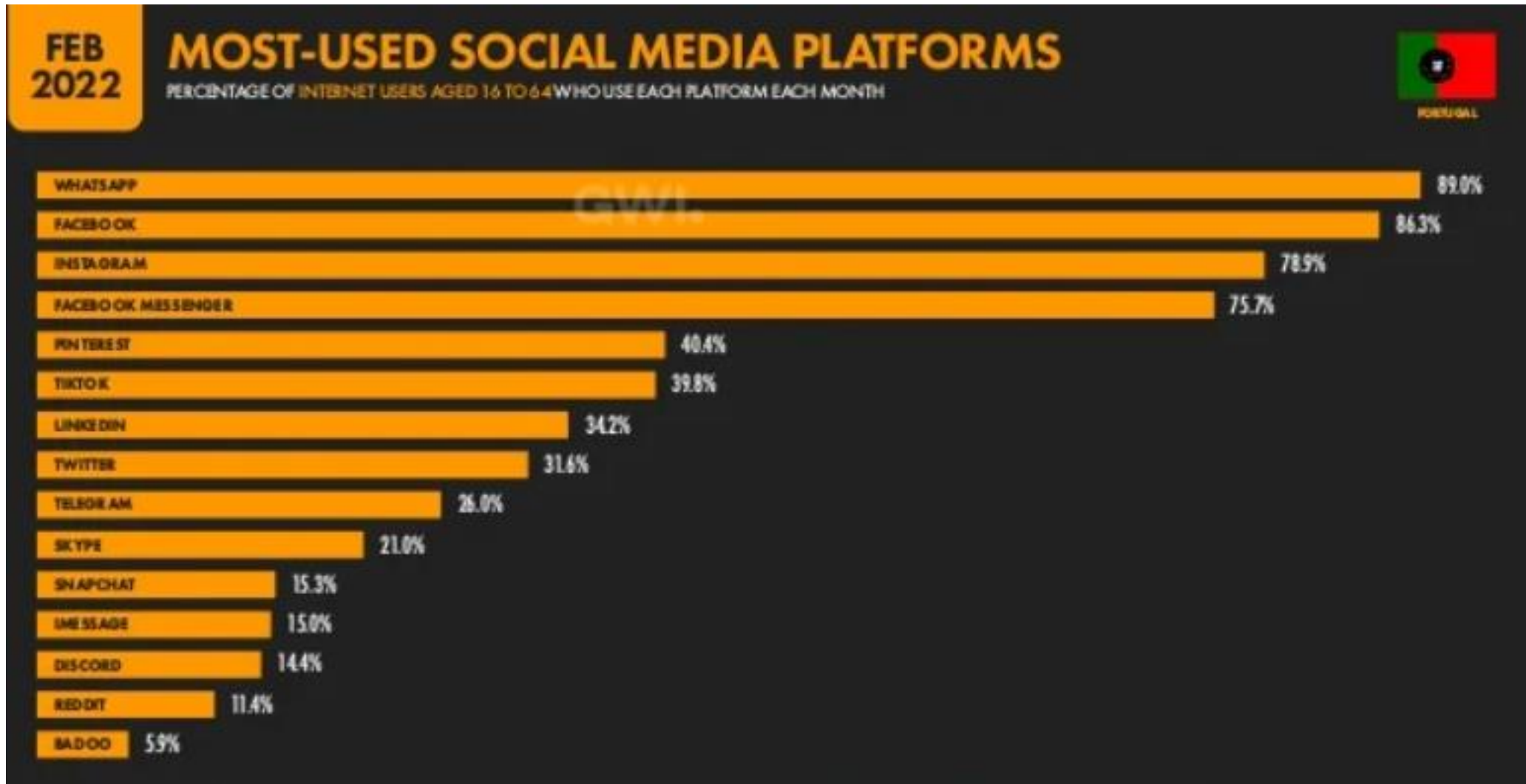
Digital Consumption

SOCIAL MEDIA USERS IN PORTUGAL INCREASED BY 9.0 PERCENT BETWEEN 2021 AND 2022



Digital Consumption

WHATSAPP IS THE MOST-USED SOCIAL MEDIA PLATFORM, FOLLOWED BY FACEBOOK



Outdoor Sites

PORTUGAL



Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

